



ANNUAL REPORT 2021

Greater Park Hill Community, Inc.

2823 Fairfax St
Denver, CO 80207
greaterparkhill.org



Year two of the pandemic was an improvement over year one in many ways. But it was nowhere near “normal” and still presented a very mixed bag. As we are all now accustomed, it was a constant process of assessing risk, making informed decisions, and hoping for the best outcome.

At GPHC we continued to host meetings in a virtual setting but held many events in person. We moved the food pantry back into the building but limited our capacity and required masks. We got back out into the community but kept our distance when necessary.

Overall, it was a healthy year for the organization. We were again well-supported by our donors and volunteers, and we were able to perform all our core operations and programs in service to Greater Park Hill.

On a personal note, I took some leave in the spring as I welcomed a new, tiny member to my family. Our staff, volunteers, and board members stepped up in every way to ensure everything continued to run smoothly in my absence. You know who you are, and I thank you from the bottom of my heart.

With Gratitude,



Lana Cordes
Executive Director

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OVERVIEW

GPHC is a 501(c)3 nonprofit and a Registered Neighborhood Organization with the City and County of Denver. GPHC is primarily a volunteer-run organization that employs two part-time staff. In addition, Greater Park Hill News is run by a team of independent contractors. The Board of Governors directs the organization’s priorities and activities, always bearing in mind the mission.

Greater Park Hill Community, Inc., is a volunteer-based registered neighborhood organization that:

- Promotes the character and vibrancy of Park Hill,
- Provides resources, information, and advocacy; and
- Preserves quality of life and the history of the neighborhood through community participation.

GREATER PARK HILL COMMUNITY BY THE NUMBERS 2021



MEMBER HOUSEHOLDS



HOURS VOLUNTEERED



INDIVIDUAL DONATIONS



INDIVIDUALS SERVED THROUGH FOOD PROGRAMS



MEALS PROVIDED



COMMUNITY EVENTS



EVENT PARTICIPANTS



JOURNALISM ACCOLADES



NEWSPAPER CIRCULATION



YEARS AS A CERTIFIED GREEN BUSINESS



YEARS IN THE SUSTAINABLE NEIGHBORHOOD NETWORK



PROGRAMS & EVENTS WITH A FOCUS ON SUSTAINABILITY

BOARD OF GOVERNORS

Board Roster

General board elections are held in October and officer elections in November. This list represents the board that governed for the majority of 2021, not the newly elected board for 2022.

Officers

Chair	Tracey MacDermott
Chair-Elect	Shane Sutherland
Secretary	Bernadette Kelly
Treasurer	Heather Shockey

Elected Representatives

District	Representative
1	Amy Harris
2	Ryan Hunter
3	Heather Shockey
4	Kevin Wiegand
5	Ken Burdette
6	Vacant
7	Jon Bowman
8	Nam Henderson
9	Doug Schuler
10	Colette Carey
At Large	Sandra Robnett
At Large	Shanta Harrison
At Large	Maria Flora
At Large	Louis Plachowski
At Large	Lisa Zoeller
At-Large	Shane Sutherland

Appointed Committee Chairs

Committee	Chairperson
Blockworkers	Vacant
Building Services	Louis Plachowski
Community Planning	Lisa Zoeller
Community Safety	Geneva Goldsby
Education	Vacant
Finance	Heather Shockey
Fundraising	Vacant
Health & Human Services	Vacant
Human Relations	Vacant
Property Use/Zoning	Vacant
Public Information	Melissa Davis
Youth Services	Rick Medrick
Diversity	Shanta Harrison
Parks & Open Space	Maria Flora
Preservation	Shane Sutherland
Transportation/Safety	VACANT

Religious Institution Delegates

Religious Institution	Delegate
Blessed Sacrament	James Groves
Park Hill UMC	Jacqui Shumway

Board Member Activities

Board members are requested to complete a brief annual report to help keep the organization apprised of engagement and activities. Twelve of twenty-two board members completed board member reports in 2021 (a 55% response rate). Those reports contributed to the following summary of board activities for the year.

Board members engaged with the following organizations:

- Northeast Park Hill Coalition
- Inter-Neighborhood Cooperation (INC)
- Park Hill Golf Course Steering Committee
- City Park Friends and Neighbors (CPFAN)
- City Park Alliance
- Denver Streets Partnership
- East Colfax Community Collective
- 303 ArtWay / Urban Land Conservancy

GPHC was involved in the following matters and projects:

- Park Hill the Beautiful Campaign
- Northeast Park Hill Snow Patrol
- Temporary Safe Outdoor Space at Park Hill United Methodist Church
- Future of former Park Hill Golf Course
- Future of former Johnson and Wales Campus
- Development on 2800 block of Fairfax
- Good Neighbor Agreement with Spinelli's
- Robinson House (3435 Albion) Landmarking and Rezoning

Two new board committees were created:

- Diversity
- Parks and Open Space

Board members would like to take on the following projects or activities in the coming year:

- Support the work of surrounding RNOs and other community organizations.
- Continue to monitor the Park Hill Golf Course and other issues impacting NE Park Hill.
- Keep abreast of the Johnson and Wales Campus changes.
- Stay up to date on the Bus Rapid Transit project on Colfax.
- Build membership in the Diversity Committee.
- Improve GPHC's visibility and membership in NE Park Hill.
- Start a new feature for the newspaper welcoming new Park Hill residents.
- Expand an Adopt-a-Flowerbed program to other parks within GPHC boundaries

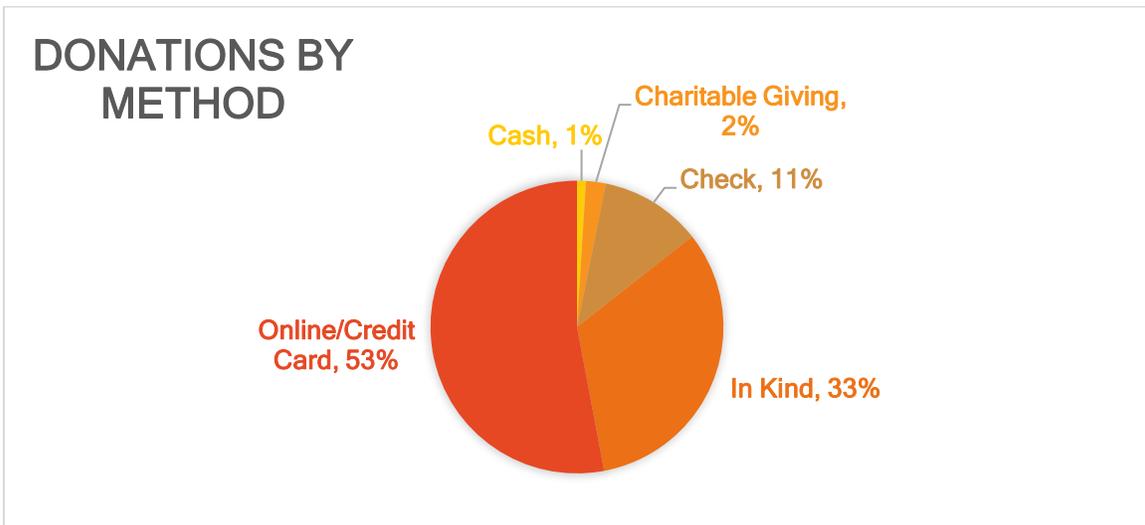
Board members offered the following recommendations to the organization:

- Work to keep meeting presentations within their allotted time so there is plenty of time for meaningful discussion.
- Be more proactive and consistent in communications with zoning applicants regarding the process for requesting a vote by the board.
- Work through the Community Planning chair for all major land-use projects to ensure appropriate notice is given to the public and information is sent proactively to board members and promoted in advance.

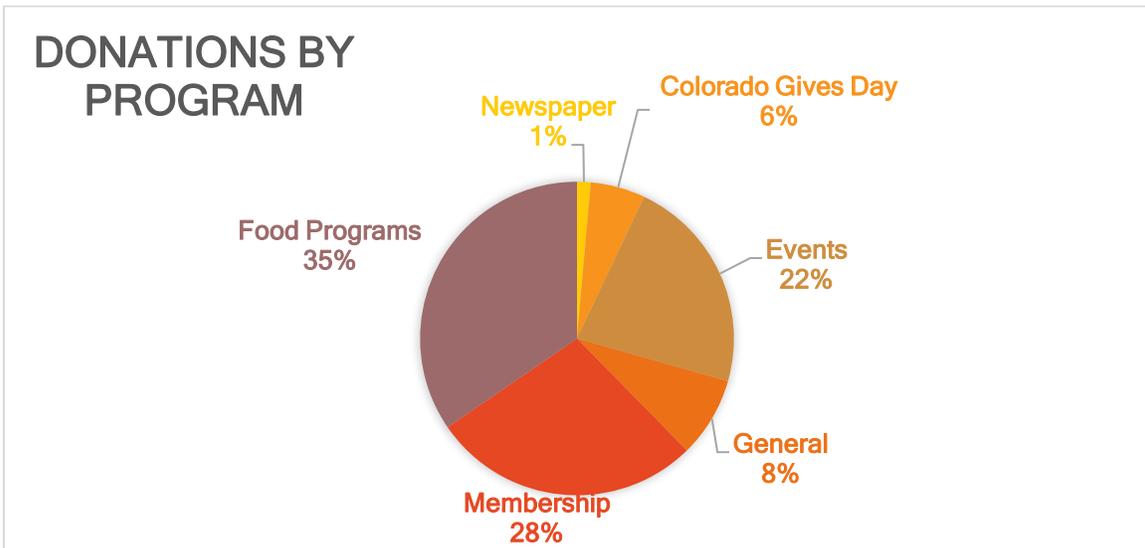
DONORS

We currently track membership, donations, meeting participation, event registration, and donor acknowledgment through the database we began using in 2019. Over the coming year we will implement volunteer tracking within the database as well.

In 2021 we recorded just over 2,000 individual donor transactions tracking closely with the previous year both in total quantity and breakdown by method. Fifty-three percent of these transactions were made via credit card through our online giving forms, 33% of gifts made were in kind (donated food/items), 11% of donors gave via check, 2% through other charitable giving platforms (such as Community First Foundation, Mile High United Way, and Schwab Charitable) and the remaining 1% donated cash.

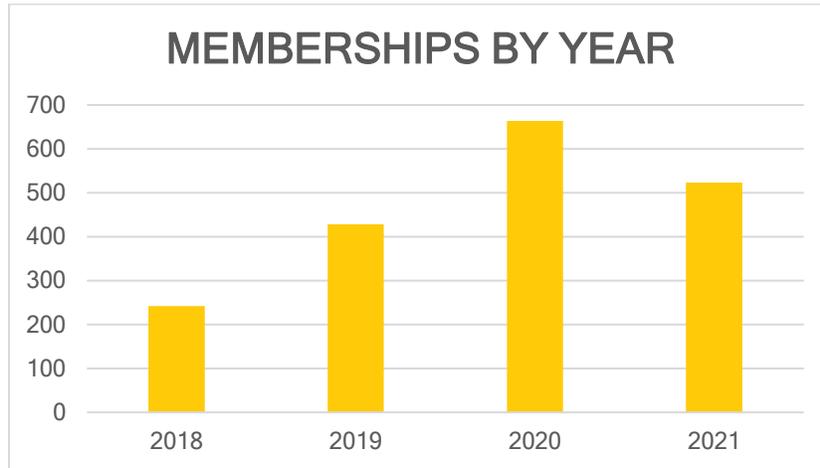


For the second year, food programs led the pack with 35% of the contributions. Membership was a close second at 28%. But this year, events came back into the fold at 22% of donations revenue.



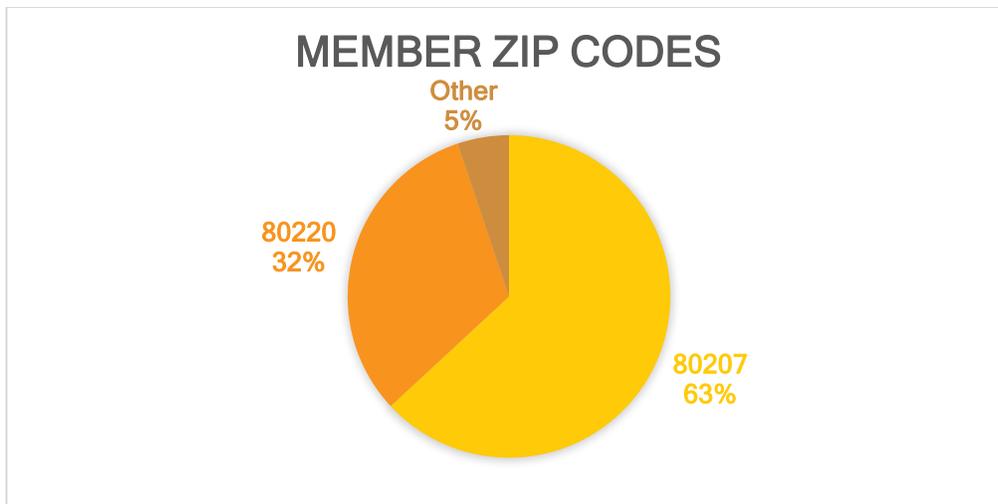
MEMBERS

In 2021 we had 523 membership transactions representing a 21% decrease from the previous year. This is an indicator that we need to refocus energy on expanding membership in the coming year. From 2019 to 2020 we more than doubled the number of memberships which set a high bar. Though we can't reasonably expect that kind of growth each year, we also don't want to see a decline in membership after 2 consecutive years of growth.



The average spend per membership transaction was \$61.89, an increase of 15% from the previous year. Despite a drop off in the number of membership transactions, we were still able to exceed total membership revenue expectations by 73%. In addition, the number of members on recurring payment schedules (automatic renewal) has increased by 63% from last year.

Our members reside primarily in 80207 (63%), followed by 80220 (32%). These are the two primary zip codes that make up Greater Park Hill. The remaining 5% of members live in other zip codes including 80216 and those that are outside of Greater Park Hill. This breakdown has remained consistent through the past few years of reporting.



VOLUNTEERS

All of GPHC's programs are sustained and supported primarily by volunteers with the help of a small staff. We have a diverse array of volunteer opportunities that range in timing, location, and intensity.

After a light volunteer year in 2020, our numbers for 2021 were back up to normal levels. Volunteers contributed over 5,300 hours to GPHC in 2021. At the current, industry-accepted rate of \$28.54/hour, our total annual volunteer hours are valued at \$151,604. The below table breaks down the hours by category and program.

Category	Event/Program	Total Hours
Fundraising and Events - 1,277	Garden Walk	674
	4th of July Parade	208
	Home Tour & Street Fair	395
Food Programs - 1,125	Emergency Food Pantry	652
	Farm Stand	79
	Weekend Food Program	180
	Thanksgiving 2020	60
	Garden	154
Newspaper - 1,597	Bundling	197
	Blockworkers	1,400
Other - 1,313	Meetings, Misc.	1,313
Grand Total		5,312

The following people were recognized at the annual meeting for their volunteerism in 2021:

200+ hours		100-199 hours		50-99 hours	
Tracey	MacDermott	Justin	Bresler	Janey	Alpert
Deb	Rosenbaum	Mike	Bufton	Kate	Blanas
		Melissa	Davis	Sue	Bruner
		Jean	Ercolani	Carla	Finch
		Claudia	Fields	Maria	Flora
		Amy	Harris	Shanta	Harrison
		Debra	Lovell	Nam	Henderson
		Louis	Plachowski	Jessica	Howard
		Heather	Shulman	Erika	Hutyra
		Shane	Sutherland	Patty	Mead
		Nikki	Wiederaenders	Sandy	Robnett
		Lisa	Zoeller	Mary	Salsich
				Jacqui	Shumway

PROJECTS

Revision of Bylaws

A subcommittee began work on reviewing and revising the bylaws of the organization with the goal of addressing use of technology, clarifying conflicting terminologies, eliminating outdated procedures, and reviewing roles to ensure we meet the current needs of the community. The current bylaws have provided the framework for governance for more than 30 years and changing times have necessitated updating.

The revised bylaws are being reviewed by an attorney and are expected to be put forth for approval in 2022.

Spinelli's Wine & Spirits Good Neighbor Agreement

A group of nearby neighbors engaged with the owner of Spinelli's Market and GPHC to enter into a Good Neighbor Agreement. The final agreement was filed with Excise and License and the terms will be listed as conditions of the liquor license issued to Spinelli's Wine & Spirits at 4615 E 23rd Ave (next door to the existing Market).

As of the close of 2021, the license had been issued but the new retail liquor store had not yet opened.

Temporary Safe Outdoor Space at Park Hill United Methodist Church

In late March we were informed of an agreement between Park Hill United Methodist Church and Colorado Village Collaborative to implement a Temporary Safe Outdoor Space (sanctioned campsite for unhoused citizens) in the parking lot at 2045 Glencoe St. Public information was made available in early April and there was immediate community response. The response was largely supportive, but there was also some dissent and concern expressed. GPHC stepped into a facilitation role between the concerned neighbors and the proponent organizations. The result was a robust Good Neighbor Agreement that was made final on July 1st.

By many measures, this temporary housing program was incredibly successful in the 6 months of residence at Park Hill United Methodist Church. GPHC received no formal complaints or notice of any violations of the agreement during the operation of the site.

Resolution on the Park Hill Golf Course

Two competing initiatives emerged in the general election cycle regarding the future of the former Park Hill Golf Course. Initiative 301 - YES For Parks and Open Space, backed by Save Open Space Denver, would require a citywide vote to lift or modify the conservation easement on the golf course land. Ordinance 302 - Empower Northeast Denver, backed by Westside Investment Partners (the

property owners), would change the definition of a conservation easement in a manner that would exempt the Park Hill Golf Course from a citywide vote.

In September, the GPHC Board of Governors adopted a resolution in support of 301 and in opposition to 302. Subsequently, 301 passed in the general election with approximately 63% of the vote and 302 failed by a similar margin.

Now ordinance, 301 bans new commercial construction on property with a city-owned conservation easement without Denver voters first approving it in a citywide election. The Park Hill Golf Course is currently the only property in Denver with a city-owned easement and therefore the only land affected by this ordinance.

PROGRAMS

Food Programs

GPHC has been operating food programs for more than 50 years.

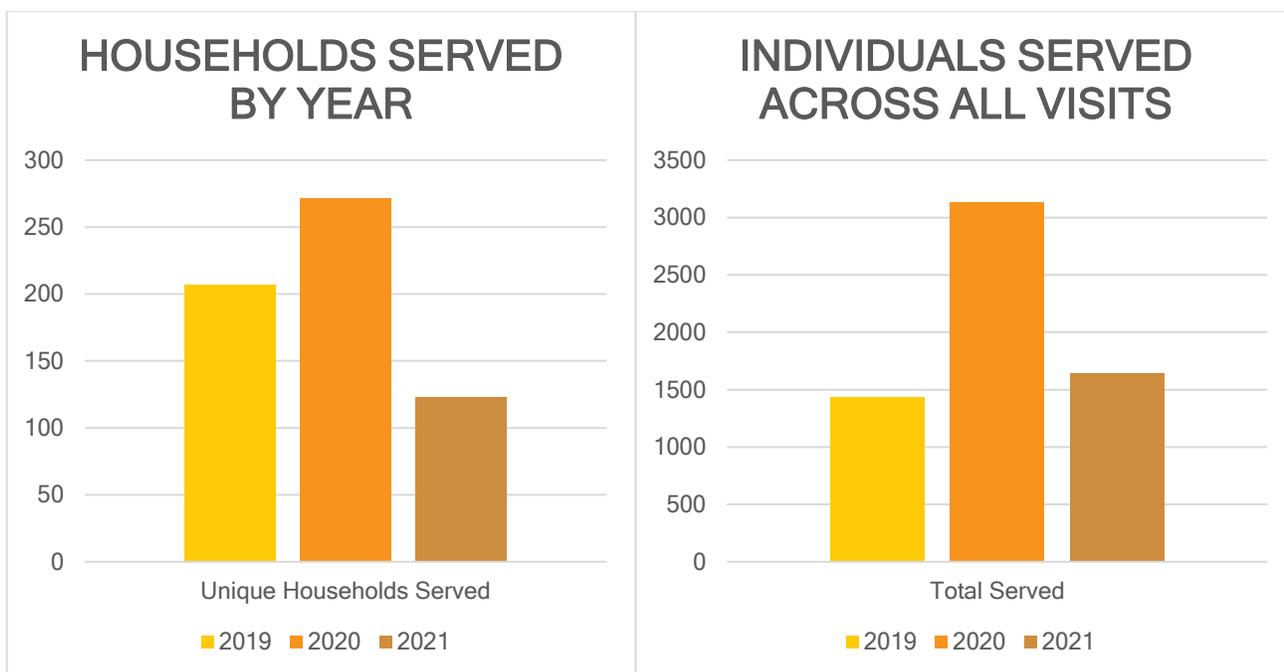
Emergency Food Pantry

After operating under strict COVID protocols for more than a year, we returned to a client-choice shopping model, allowing clients to enter the facility and make their own food selections. We maintained a mask requirement and limited indoor capacity.

Serving 120% of our normal volume in 2020 showed us that we had the capacity to do more. So, we extended a COVID policy into a permanent policy and removed the Park Hill residency requirement for service. We also doubled our annual visit limit from 9 to 18 per household.

Even after expanding our service area, we saw a decline in the number of unique households utilizing the pantry in 2021 as compared with both 2020 and 2019. Though we are unsure of the cause, it may indicate a general decreased need or that food programs are currently more readily available and widespread. Despite a reduction in the number of unique households utilizing the pantry, the overall number of total individuals served increased from pre-COVID levels. This indicates that the households that *are* using the pantry are using it more frequently.

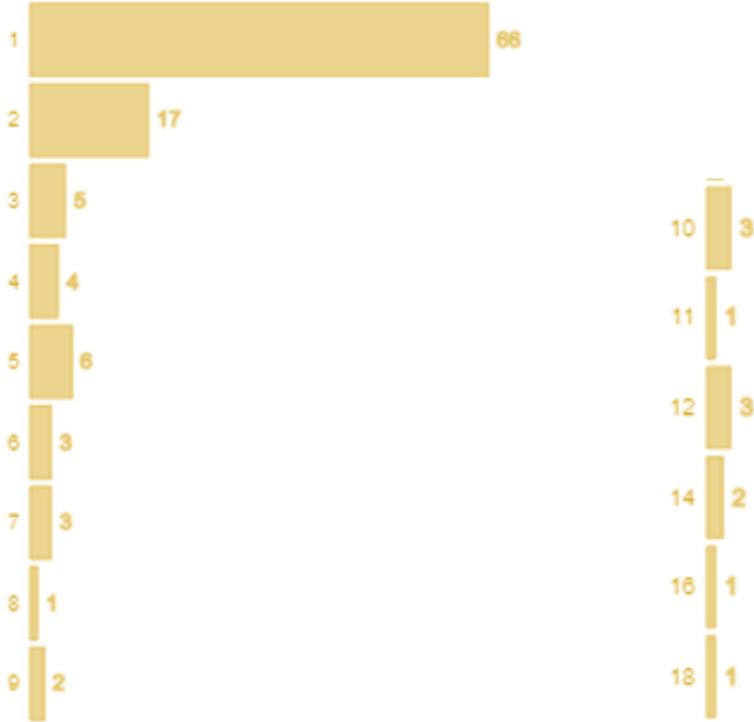
In 2021 we served 123 unique households and 1,646 individuals were served across all visits.



Each visit provides 3 meals for 3 days per individual which imputes distribution of **14,814 meals** through the Emergency Food Pantry.

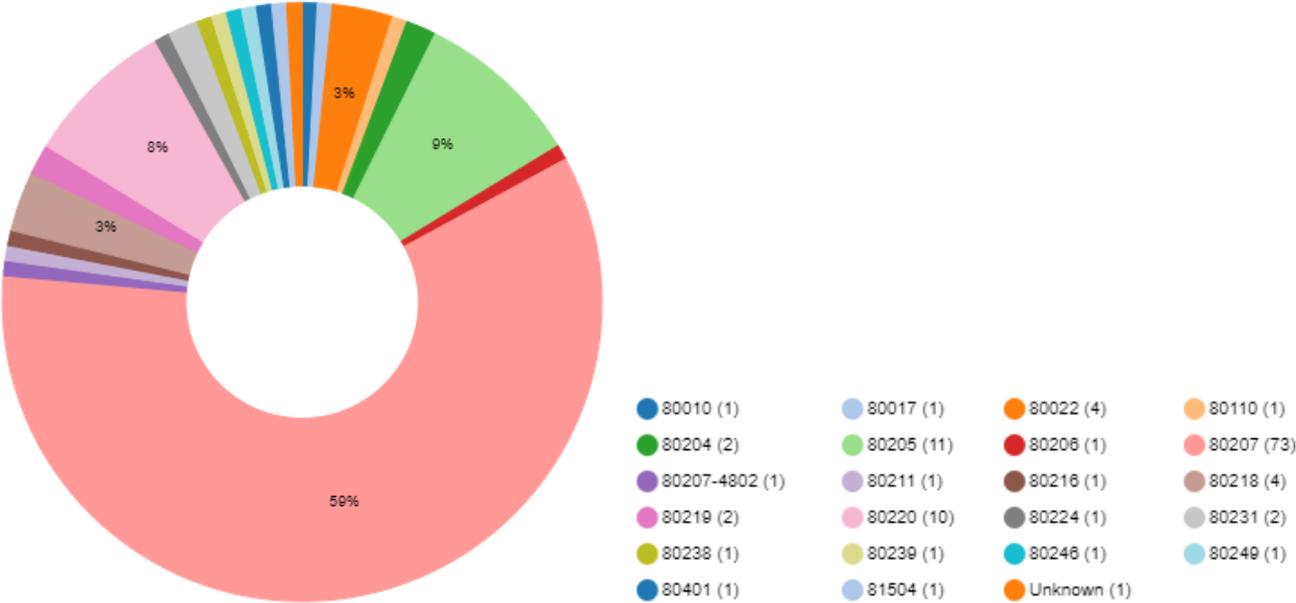
Fifty-four percent of households utilized the pantry just once in 2021 but 9% utilized the pantry 10 times or more.

NUMBER OF VISITS PER HOUSEHOLD



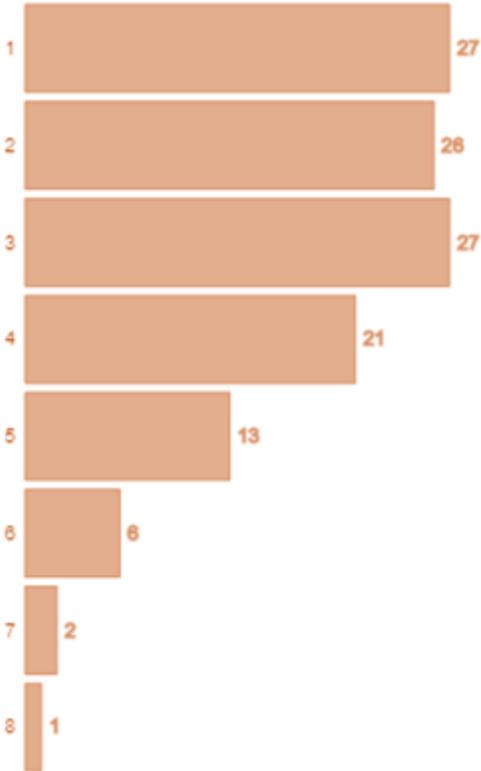
The majority of clients (67%) reside within 80207 and 80220, the two zip codes that comprise most of Greater Park Hill.

HOUSEHOLDS BY ZIP CODE



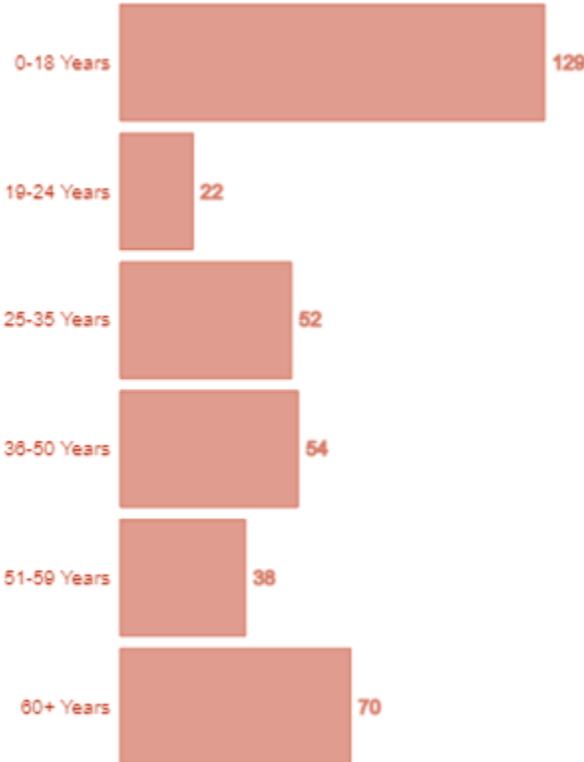
Twenty-two percent of households consist of just 1 person. A similar number of households consist of 2 people (21%) and 3 people (22%). Households of 4 people or fewer account for 74% of clients.

HOUSEHOLD SIZE



Thirty-five percent of our individual clients served are children 18 and under and 20% are 60 years and older.

AGE OF INDIVIDUALS



Weekend Food Program

The Weekend Food Program aims to fill the nutritional gap experienced by some Park Hill students over the weekend. During the 2021-22 school year we are serving approximately 30 students per week primarily through Vickers Boys & Girls Club.

Weekly, we provide a bag to each student in this program that includes two breakfasts, two lunches, and two snacks. As part of the Totes of Hope program, we receive scheduled distributions from Food Bank of the Rockies that cover many of the lunch items and we then supplement through donations.

Food for approximately **4,800 meals** will be distributed to these students over the course of the school year.

Garden in a Box Giveaway

Each spring we distribute Garden in a Box kits to novice and low-income gardeners. The kits include seedlings, seeds, instructions, and other tools to help gardeners grow vegetables in a 4x4 plot. The program is supported by donations of seedlings from local garden centers as well as purchases made using donated funds

We assisted with starting **36 gardens** in 2021.

Thanksgiving Giveaway

Our Thanksgiving Giveaway provides community members with opportunities to volunteer, donate, or receive food, according to their needs and capacity. It is our goal to ensure as many families in need as possible enjoy a traditional Thanksgiving dinner provided by their neighbors and GPHC.

We kept in place some of the changes we made in 2020 including providing grocery store gift cards in lieu of turkeys and reducing the number and size of volunteer shifts. We also utilized the same distribution model developed in 2020 since it worked so efficiently.

The below graphic provides a statistical summary of our 2021 program:



Free Farm Stand

Every Monday throughout the growing season we have fresh produce available at our Free Farm Stand. With the return of the Farmers' Market at East High School we resumed weekly deliveries from Denver Food Rescue (DFR). In addition, we continued to receive food from the Montclair Community Garden and the Community Garden at The Urban Farm. The Ministry of Youth and Families at Montview Boulevard Presbyterian Church adopted our onsite garden for the second year and we received continued support from the Dahlia Campus Farm and Gardens as well as individual neighborhood gardeners.

Surpassing our past program numbers by leaps and bounds, we distributed a whopping **6,435 pounds** of fresh produce to **469 participants**.

Food Waste

Inevitably, there is some food in our programs that must be discarded because it is expired or otherwise compromised and unsafe to distribute. We donate as much as we can to a small animal sanctuary. Other items are commercially composted through the city compost program or onsite in our garden area.

Newspaper

The Greater Park Hill News (GPHN) has been in continuous production since 1960 and currently circulates approximately 13,000 copies monthly. This free community newspaper is distributed to residents and businesses in and around Park Hill by dedicated volunteers. The GPHN operations are sustained entirely on advertising revenue and donations earmarked for the newspaper.

Year after year, GPHN staff and contributors receive numerous awards for news, opinions, photography, and design, competing against many other daily and weekly news organizations with full-time staff.

Even more importantly, the newspaper produces news and information that cannot be found elsewhere. In a time when many news organizations are consolidating, experiencing layoffs, and folding completely, the demand for local news has never been higher. Over the past year the GPHN has broken and covered important stories that either have only been covered minimally by other news outlets, or not at all. A partial list includes the lawsuit and ongoing controversies over the Park Hill Golf Course, the sale and repurposing of the Johnson & Wales campus, the opening of Fairfax Park, the Safe Open Space in Park Hill, as well as monthly news and feature coverage of local businesses, sustainability efforts, equity (and inequities) in the community, city government, and much more.

[Handy newspaper resources](#) and information on the [newspaper team and protocols](#) are available at greaterparkhill.org

In 2021 the newspaper received the below journalistic accolades for stories and photos published in 2020.

Top of the Rockies:

First Place, News Column - Raw Politics by Penfield Tate

First Place, Short-Form Feature - This House Has Seen It All by Cara DeGette

First Place, Single Page Design - The Tour de Denver by Tommy Kubitsky and Reid Neureiter

First Place, Feature Photography - All Lit Up by Reid Neureiter

Third Place, Feature Photography - Looking for Smaug by Reid Neureiter

Colorado Press Association:

First Place, Editorial Special Section - Diamonds and Rust by Cara DeGette, Tommy Kubitsky, Tracey MacDermott, Penfield Tate III, Jack and Pam Farrar

First Place, Business News/Feature Story - Fighting for Survival by Cara DeGette

First Place, Photography Portfolio - Reid Neureiter

First Place, Sports or Sports Event Story - Sign Me Up by Reid Neureiter

Second Place, Series or Sustained Coverage - Park Hill's Pandemic Past by Stephen J. Leonard

Second Place, Page Design - The Tour de Denver by Tommy Kubitsky and Reid Neureiter

Sustainability

GPHC continues to support a variety of environment-focused programs and maintains participation in the Sustainable Neighborhood Network with the City of Denver though much of the monitoring and implementation of the program has been suspended since 2020. We also continue to participate annually as a certified green business under Certifiably Green Denver.

Day-to-day, we focus on waste diversion, conscious purchasing, and redistribution of materials we cannot use. Many of our standing programs such as Garden in a Box Giveaway, Free Farm Stand, Park Hill Yard Sale, and electronics recycling at Park Hill Street Fair have a focus on sustainability.

Events

After a hiatus in 2020, our annual events were back in 2021; some with modification.

Community Yard Sale

The 9th Annual Park Hill Community Yard Sale attracted 73 household participants. Sellers register their individual yard sale and then appear on a map that shoppers can use to easily locate sales near them. The map also lists the types of items offered at the sale. This event provides incentive for neighbors to clean out and encourages re-use and redistribution of materials that could otherwise end up in landfill.

Garden Walk

The 21st Annual Park Hill Garden Walk was a great success. Drawing the largest crowd in the event's history, 850 ticket purchasers explored eight featured gardens on a beautiful Sunday in June. The energy and excitement were palpable as folks were able to get out among their neighbors in a large group setting for the first time in many months.

The Park Hill Garden Walk Front-Range Gardening Calendar was so popular last year that the committee decided to produce a 2022 calendar for the 2021 holiday season.

Park Hill Parade

The Park Hill Parade resumed its normal place on the 4th of July. Thousands of spectators flanked 23rd Avenue to see dozens of groups from car clubs to community organizations to jazz bands. After 12 years in Park Hill, the parade has become a tradition for many who enjoy the midday spectacle and then retreat to backyard gatherings with friends and neighbors.

Home Tour and Street Fair

The 43rd Annual Park Hill Home Tour & Street Fair returned but was the most affected by the pandemic. After a spring and summer of relative ease, compared with the previous 18 months, the Delta variant of COVID-19 became widespread in the weeks preceding this event.

Having attendees explore the interior of homes was not an activity that could be conducted safely so the Home Tour portion of the event became an exterior tour with a virtual tour of the interior. Ticket prices were significantly reduced to account for the change in format and the number of tickets purchased was a fraction of what the event normally attracts.

The Street Fair could more easily be conducted since it takes place entirely outside in a large space. However, as the variant spread, many vendors canceled out of an abundance of caution and attendees became less inclined to attend group events, even outdoors. Forty vendors dotted the parkway (normally it's 100). We estimate about 1,000 attendees filtered through the fair (approximately half of a typical year).

Overall, the event was still great fun and the free electronics recycling continued to be a popular feature collecting 2300 pounds of old electronics to be recycled or refurbished by PCs for People.

Meetings

The virtual meeting format was continued for the entirety of the year including all 9 regular community meetings and the annual meeting.

Average participation across all meetings was 52 people, remaining higher than the 20-40 we would typically see in person during pre-pandemic times.